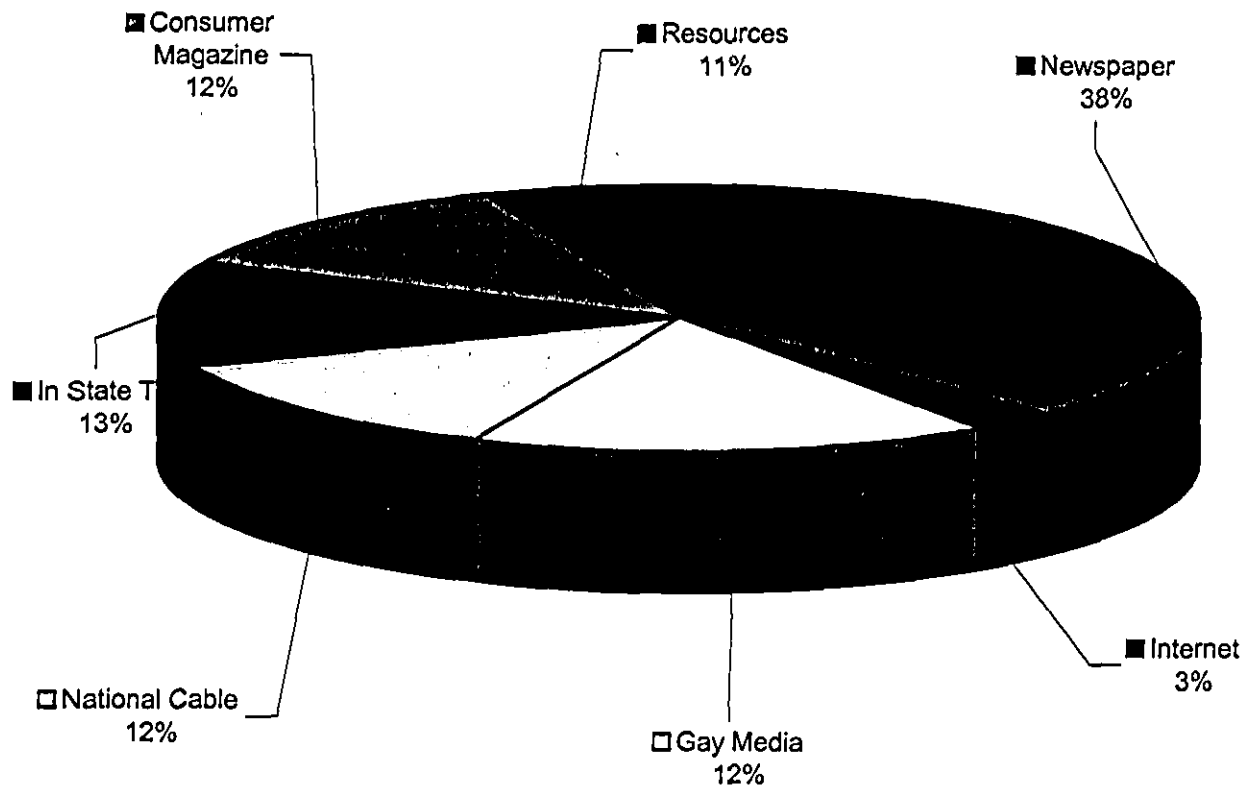


DAC 1

2004-2005 Media Spending by Category



\$1,943,000

2004/2005 DAC1-KEY WEST MEDIA PLAN										To Be Ordered Media		Ordered Media																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
THE FLORIDA KEYS & KEY WEST DAC1-KEY WEST 2004/2005 Media Plan										Lobster Season (8/4-9/3)		*Halloween (10/31)		*Christmas (12/25)		*New Year's (1/1)		*Grand Prix (8/4)		*Pres Day (2/21)		*Easter (3/27)		*Memorial Day (5/30)		*Ind Day (7/4)		*Labor Day (9/5)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
2004/2005 Media Plan										*Monday thru Sunday weeks		*Thanksgiving (11/25)		*MLK Day (1/17)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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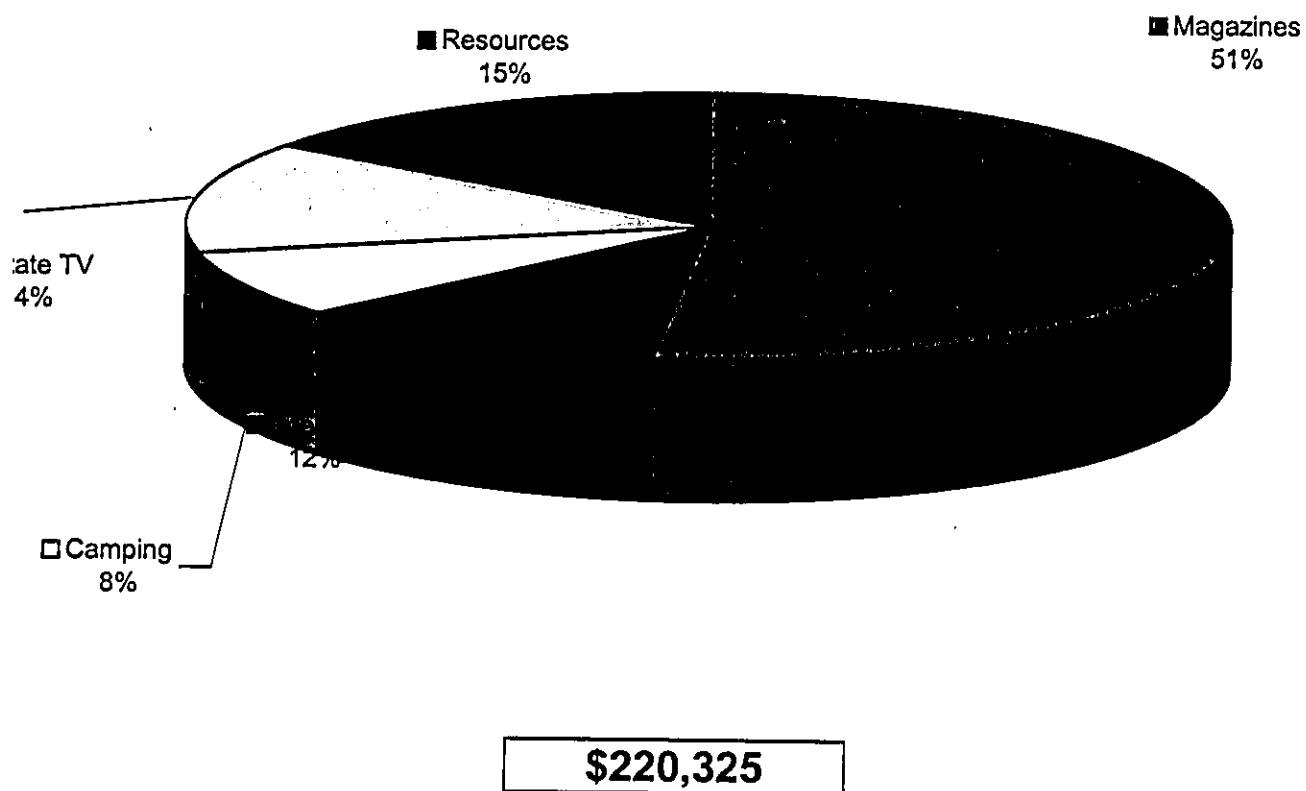


"The islands and islets of the Lower Keys are a natural escape for travelers and exotic species of wildlife alike. Sun-filled days and quiet nights await you in this tropical American paradise."

Camping • Eco-tourism • Diving • Fishing

DAC 2

2004-2005 Media Spending by Category



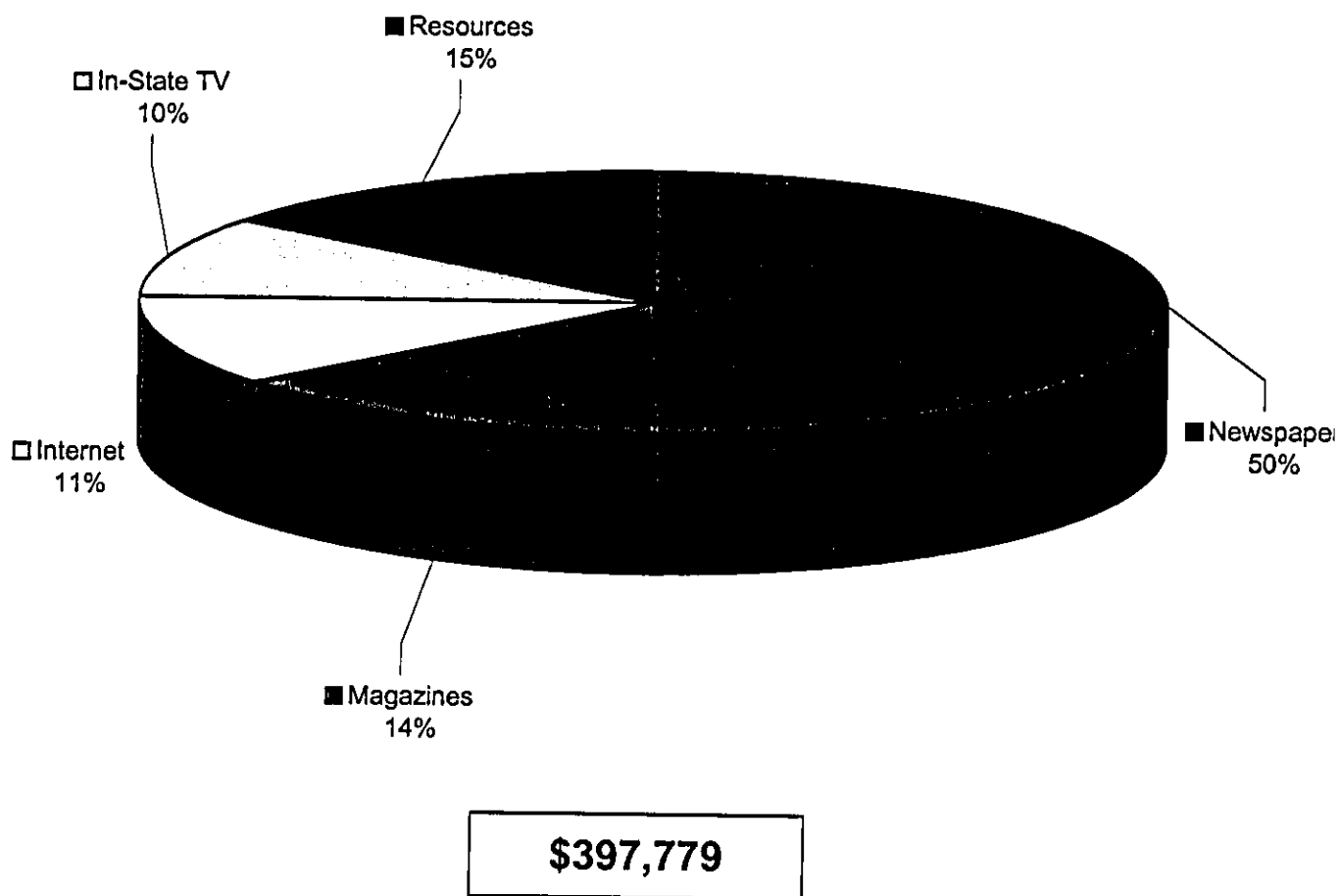
2004/2005 DAC2/BIG PINE KEY&LOWER KEYS MEDIA PLAN		To Be Ordered Media		Ordered Media																									
THE FLORIDA KEYS & KEY WEST DAC 2-LOWER KEYS		Lobster Season (8/8-3/1) * Halloween (10/31) * Christmas (12/25) * Columbus Day (10/11) * Thanksgiving (11/25) * New Year's (1/1) * MLK Day (1/17) * Grand Prix (8/1) * Pro Day (2/21) * Easter (3/27) * Memorial Day (5/30) * Ind Day (7/4) * Labor Day (9/5)																											
2004/2005 Media Plan		Monday thru Sunday weeks																											
		Oct 04 Nov 04 Dec 04 Jan 05 Feb 05 March 05 April 05 May 05 June 05 July 05 Aug 05 Sept 05		GROSS TOTAL																									
School Closings																													
Dade		12/28-12/30		Winter Break																									
Broward		12/28-12/30		Winter Break																									
Palm Beach		12/28-12/30		Winter Break																									
Marion County		12/28-12/30		Winter Break																									
Alachua County		12/28-12/30		Winter Break																									
Volusia County		12/28-12/30		Winter Break																									
Flagler		12/28-12/30		Winter Break																									
Duval		12/28-12/30		Winter Break																									
MAGAZINE																													
Sierra Magazine-Eastern Distribution		254,000		1/3 PG 4C		Visit Florida		Visit Florida		1/3 PG 4C		2		\$13,945															
Sport Fishing (published 6x per year)		134,334				1/3 PG 4C		1/3 PG 4C				2		\$11,851															
Fly Fishing in Saltwaters (6x per yr)		28,000				1/3 PG 4C				1/3 PG 4C		2		\$2,800															
South Florida Sport Fishing (4x-6x)		50,000						1/3 PG 4C				2		\$1,470															
National Geographic Adventure (10x per yr)		400,000				1/3 PG 4C		1/3 PG 4C				2		\$23,874															
Scuba Diving (published 11x per year)		186,237		1/3 PG 4C		1/3 PG 4C						2		\$14,713															
Camping Life (6x per yr)		83,040		1/3 PG 4C		1/3 PG 4C		1/3 PG 4C				2		\$4,918															
Camping Life (6x per yr Destination and B&B)		83,040		1/3 PG 4C		1/3 PG 4C		1/3 PG 4C				2		\$0															
Camping Life (State of Florida Visitor Guide)		400,000				1/2 PG 4C						1		\$4,810															
Also distributed in Trailer Guide, Boat & Wildlife Guide and Watercraft World																													
Trailer Life		280,000		1/3 PG 4C		1/3 PG 4C						2		\$18,040															
Motor Home		150,340		1/3 PG 4C		1/3 PG 4C		1/3 PG 4C				2		\$12,811															
Florida Sportsman (published 12x per yr)		113,932		1/2 PG 4C						1/2 PG 4C		2		\$6,951															
CAMPING DIRECTORIES												DAC2-Consumer Magazine Total		23		\$113,891													
Woodall's '05 Camping (Annual)		452,281								1/2 PG 4C		1		\$9,048															
Woodall's '05 RV Buyer's Guide (Annual)		100,000								1/2 PG 4C		1		\$3,804															
Wheeler's '05 RV/Campground Guide		200,300								1/2 PG BW		1		\$1,583															
AAA CampBook (Southeastern) 2005		263,006								1/2 PG BW		1		\$3,477															
INTERNET												DAC2-Camping Total:		4		\$17,885													
RV.NET 21,250 Imp per month\$6,000 total				Oct		Nov		Dec		Jan						\$6,500													
Overture - Search Engine Listings				Oct		Nov		Dec		Jan		Feb		March		April		May		June		July		Aug		Sept		\$5,000	
KeyWords: Big Pine Key Lower Keys Big Pine Key Fishing RV Key Deer Lower Key																													
Big Pine Key Fishing Big Pine Key Camping Lower Key Camping Driving Lower Key																													
Florida Key Camping Lower Florida Keys Lower Key Fishing Bahia Honda State Park																													
KeyWest.com run of site (74,075 Imp/month)				Oct		Nov		Dec		Jan		Feb		March		April		May		June		July		Aug		Sept		\$14,000	
In-State TV																													
Orlando/Altamonte																												\$30,000	
Miami/Ft Lauderdale																													



"Some undeniable yearning in the human spirit knows
the restorative powers of peace, quiet and warmth.
In the Keys we will be at home. In Marathon we are in the heart
of the Keys, and you can even fly in."

DAC 3

2004-2005 Media Spending by Category



2004/2005 DAC3/THE ISLANDS OF MARATHON MEDIA PLAN		To Be Ordered Media =		Ordered Media =																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
THE FLORIDA KEYS & KEY WEST DAC3-MARATHON		* Lobster Season (8/4-3/31)		* Halloween (10/31)		* Christmas (12/25)		* Grand Prix (End)		* Free Day (2/21)		* Easter (3/27)		* Memorial Day (5/30)		* 1st Day (7/4)		* Labor Day (9/5)		* Mrs. Labette Season (7/28-7/29)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
2004/2005 Media Plan		* Columbus Day (10/11)		* Thanksgiving (11/25)		* New Year's (1/1)		* MLK Day (1/17)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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'13		June '13		July '13		Aug '13		Sept '13		Oct '13		Nov '13		Dec '13		Jan '14		Feb '14		March '14		April '14		May '14		June '14		July '14		Aug '14		Sept '14		Oct '14		Nov '14		Dec '14		Jan '15		Feb '15		March '15		April '15		May '15		June '15		July '15		Aug '15		Sept '15		Oct '15		Nov '15		Dec '15		Jan '16		Feb '16		March '16		April '16		May '16		June '16		July '16		Aug '16		Sept '16		Oct '16		Nov '16		Dec '16		Jan '17		Feb '17		March '17		April '17		May '17		June '17		July '17		Aug '17		Sept '17		Oct '17		Nov '17		Dec '17		Jan '18		Feb '18		March '18		April '18		May '18		June '18		July '18		Aug '18		Sept '18		Oct '18		Nov '18		Dec '18		Jan '19		Feb '19		March '19		April '19		May '19		June '19		July '19		Aug '19		Sept '19		Oct '19		Nov '19		Dec '19		Jan '20		Feb '20		March '20		April '20		May '20		June '20		July '20		Aug '20		Sept '20		Oct '20		Nov '20		Dec '20		Jan '21		Feb '21		March '21		April '21		May '21		June '21		July '21		Aug '21		Sept '21		Oct '21		Nov '21		Dec '21		Jan 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'39		June '39		July '39		Aug '39		Sept '39		Oct '39		Nov '39		Dec '39		Jan '40		Feb '40		March '40		April '40		May '40		June '40		July '40		Aug '40		Sept '40		Oct '40		Nov '40		Dec '40		Jan '41		Feb '41		March '41		April '41		May '41		June '41		July '41		Aug '41		Sept '41		Oct '41		Nov '41		Dec '41		Jan '42		Feb '42		March '42		April '42		May '42		June '42		July '42		Aug '42		Sept '42		Oct '42		Nov '42		Dec '42		Jan '43		Feb '43		March '43		April '43		May '43		June '43		July '43		Aug '43		Sept '43		Oct '43		Nov '43		Dec '43		Jan '44		Feb '44		March '44		April '44		May '44		June '44		July '44		Aug '44		Sept '44		Oct '44		Nov '44		Dec '44		Jan '45		Feb '45		March '45		April '45		May '45		June '45		July '45		Aug '45		Sept '45		Oct '45		Nov '45		Dec '45		Jan '46		Feb '46		March '46		April '46		May '46		June '46		July '46		Aug '46		Sept '46		Oct '46		Nov '46		Dec '46		Jan '47		Feb '47		March '47		April '47		May '47		June '47		July '47		Aug '47		Sept '47		Oct '47		Nov '47		Dec '47		Jan '48		Feb '48		March '48		April '48		May '48		June '48		July '48		Aug '48		Sept '48		Oct '48		Nov '48		Dec '48		Jan '49		Feb '49		March '49		April '49		May '49		June '49		July '49		Aug '49		Sept '49		Oct '49		Nov '49		Dec '49		Jan '50		Feb '50		March '50		April '50		May '50		June '50		July '50		Aug '50		Sept '50		Oct '50		Nov '50		Dec '50		Jan '51		Feb '51		March '51		April '51		May '51		June '51		July '51		Aug '51		Sept '51		Oct '51		Nov '51		Dec '51		Jan '52		Feb '52		March '52		April '52		May '52		June '52		July '52		Aug '52		Sept '52		Oct '52		Nov '52		Dec '52		Jan '53		Feb '53		March '53		April '53		May '53		June '53		July '53		Aug '53		Sept '53		Oct '53		Nov '53		Dec '53		Jan '54		Feb '54		March '54		April '54		May '54		June '54		July '54		Aug '54		Sept '54		Oct '54		Nov '54		Dec '54		Jan '55		Feb '55		March '55		April '55		May '55		June '55		July '55		Aug '55		Sept '55		Oct '55		Nov '55		Dec '55		Jan '56		Feb '56		March '56		April '56		May '56		June '56		July '56		Aug '56		Sept 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'65		June '65		July '65		Aug '65		Sept '65		Oct '65		Nov '65		Dec '65		Jan '66		Feb '66		March '66		April '66		May '66		June '66		July '66		Aug '66		Sept '66		Oct '66		Nov '66		Dec '66		Jan '67		Feb '67		March '67		April '67		May '67		June '67		July '67		Aug '67		Sept '67		Oct '67		Nov '67		Dec '67		Jan '68		Feb '68		March '68		April '68		May '68		June '68		July '68		Aug '68		Sept '68		Oct '68		Nov '68		Dec '68		Jan '69		Feb '69		March '69		April '69		May '69		June '69		July '69		Aug '69		Sept '69		Oct '69		Nov '69		Dec '69		Jan '70		Feb '70		March '70		April '70		May '70		June '70		July '70		Aug '70		Sept '70		Oct '70		Nov '70		Dec '70		Jan '71		Feb '71		March '71		April '71		May '71		June '71		July '71		Aug '71		Sept '71		Oct '71		Nov '71		Dec '71		Jan '72		Feb '72		March '72		April '72		May '72		June '72		July '72		Aug '72		Sept '72		Oct '72		Nov '72		Dec '72		Jan '73		Feb '73		March '73		April '73		May '73		June '73		July '73		Aug '73		Sept '73		Oct '73		Nov '73		Dec '73		Jan 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2004/2005 DAC3/THE ISLANDS OF MARATHON MEDIA PLAN		To Be Ordered Media =		Ordered Media =	
THE FLORIDA KEYS & KEY WEST DAC3-MARATHON		Lobster Season (6/6-3/31) *Yellowfin (10/31) *Christmas (12/25) *Hawaii/Busch 11/14/03-11/18/03 *Grand Prix (6/1) *Free Day (2/21) *Easter (3/27) *Columbus Day (10/11) *Thanksgiving (11/25) *New Year's (1/1) *MLK Day (1/17) *Memorial Day (5/30) *Ind Day (7/4) *Labor Day (9/5)			
2004/2005 Media Plan		*Monday thru Sunday weeks			
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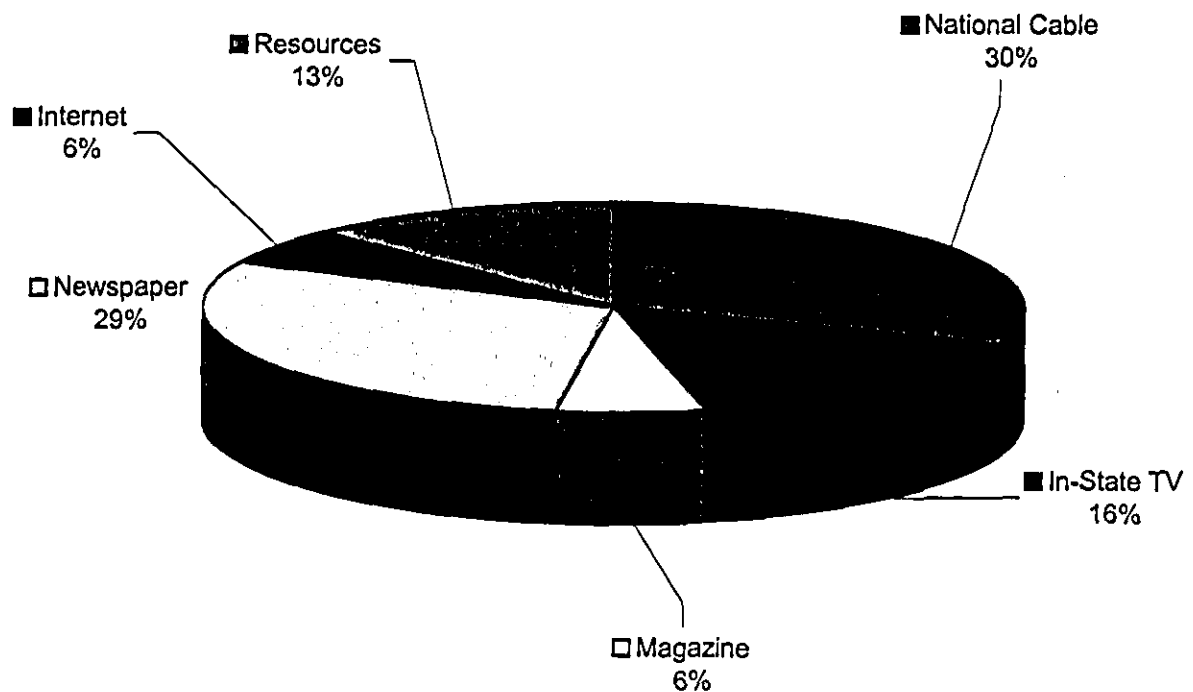
Islamorada

THE FLORIDA KEYS
SPORT FISHING CAPITAL OF THE WORLD

"Islamorada's past is checkered by a romantically rag-tag lot of Spanish explorers, Calusa Indians, itinerant fishermen, pirates, sailors, salvors, treasure hunters, Bahamians, sybaritic expatriates from up North and people who just generally want to escape."

DAC 4

2004-2005 Media Spending by Category



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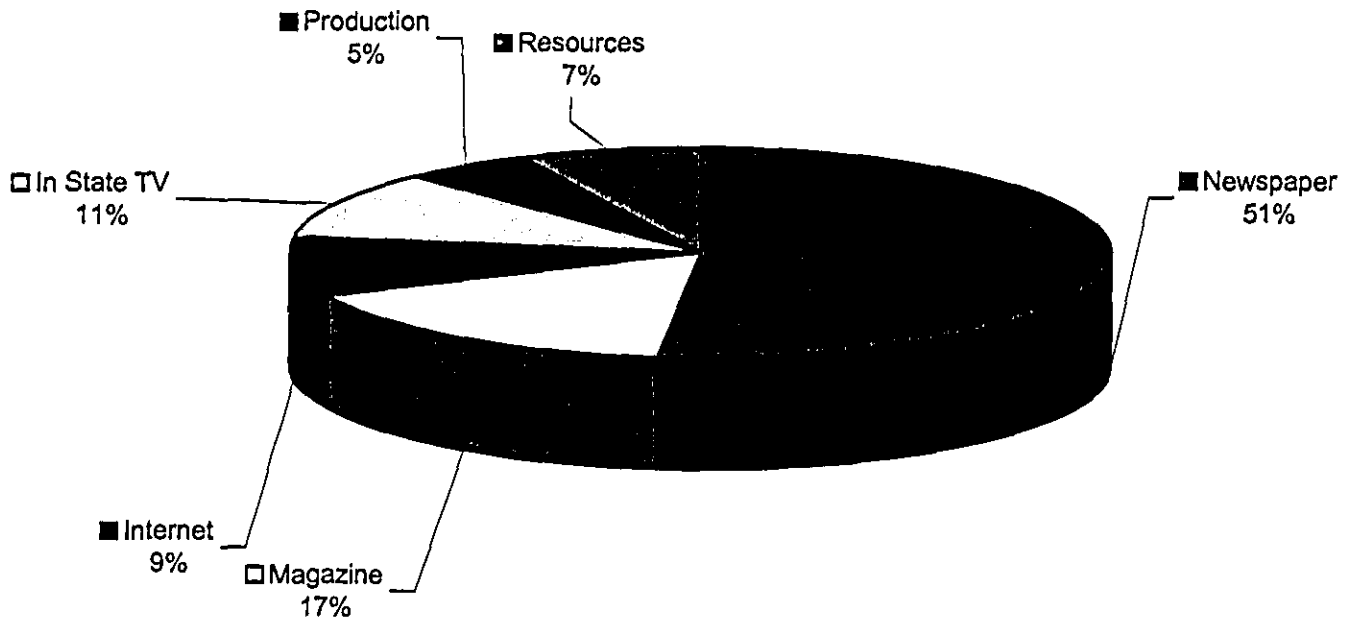
KEY LARGOSM

Stay down longer in The Florida Keys

"There's something magical about Key Largo. The mere mention of it conjures up romantic images of Bogey & Bacall, and makes you want to come down and create some memories of your own."

DAC 5

2004-2005 Media Spending by Category



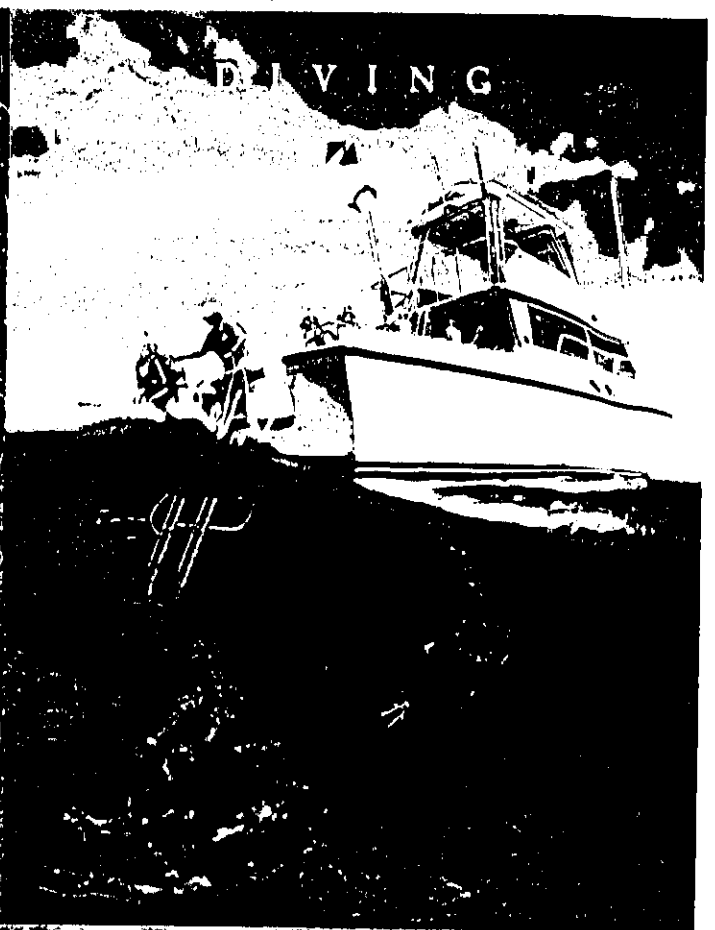
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2004/2005 DAC5/KEY LARGO MEDIA PLAN		To Be Ordered		Ordered Media	
THE FLORIDA KEYS & KEY WEST DAC5-KEY LARGO		Lobster Season (8/6-9/3)		Halloween (10/31)	
2003/2004 Media Plan		Christmas (12/25)		New Year's (1/1)	
		Grand Prix (10/1)		Palm Day (2/21)	
		Easter (3/27)		Memorial Day (5/30)	
		2nd Day (7/4)		Labor Day (9/5)	
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CULTURAL



DIVING



UMBRELLAS

The Everglades

Miami

Key Largo

Islamorada

Marathon

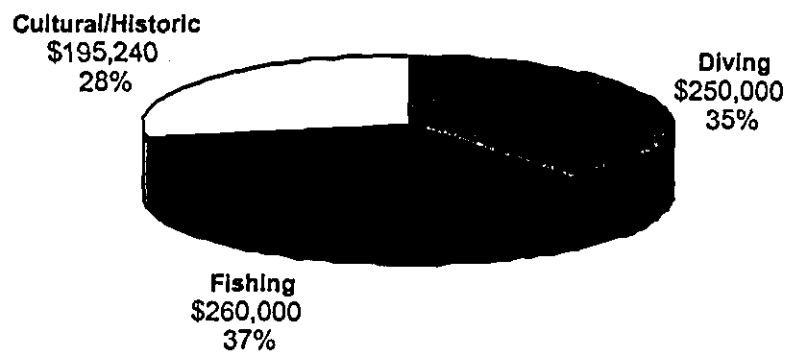
*Bia Vine Key
& The Lower Keys*

Key West

UMBRELLAS

Consumer Magazines: Targeted specifically to cultural/historical, diving and fishing markets.

2004 - 2005 Umbrella Spending



2004/2005 CULTURAL UMBRELLA MEDIA PLAN		To Be Ordered Media		Ordered Media	
THE FLORIDA KEYS & KEY WEST CULTURAL UMBRELLA		Lobster Season (8/8-3/31) *Yellow: (10/31) *Christmas (12/25) *New Year's (1/1) *Grand Prix (10/1) *Pres Day (2/21) *Easter (3/27) *Memorial Day (5/30) *Ind Day (7/4) *Labor Day (9/5)		*Mini-Labeller Section (7/28-7/29)	
2004/2005 Media Plan		*Columbus Day (10/11) *Thanksgiving (11/25) *New Year's (1/1) *MLK Day (1/17) *Pres Day (2/21) *Easter (3/27) *Memorial Day (5/30) *Ind Day (7/4) *Labor Day (9/5)			
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2004/2005 DIVE UMBRELLA MEDIA		To Be Ordered Made		Unordered Made	
THE FLORIDA KEYS & KEY WEST DIVING UMBRELLA		Laborer Season (9/9-3/31)		* Christmas (12/25)	
		* Columbus Day (10/11)		* Memorial Day (5/30)	
		* Thanksgiving (11/25)		* 1st Day (7/4)	
		* New Year's (1/1)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
2004/2005 Media Plan		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
		* MLK Day (1/17)		* Grand Prix (1st)	
		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (7/4)	
		* Thanksgiving (11/25)		* Labor Day (9/5)	
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		* Pres Day (2/21)		* Easter (3/27)	
		* Monday thru Sunday weeks		* Memorial Day (5/30)	
		* Columbus Day (10/11)		* 1st Day (

[illegible]

Measurability

- a) Internet click throughs will be monitored and tracked monthly with placement of advertising.(Recommend BPA auditing)
- b) All selective publications - monthly media response report.
- c) Inquiries from trade/meeting publication advertising produces leads to the sales division and directly to lodging industry. The sales division will track these.
- d) VIS phone calls (area of dominant influence) will be traced to media placement.
- e) We will track the geographic and demographics of potential visitors to see if advertising is hitting the market.
- f) Conversion studies will be developed by the TDC Market Research Department to measure the effectiveness of selected media to actual visits.
- g) Specific URLs will be placed on select print media at various times throughout the year to gauge consumer response to advertising.

Different tracking opportunities will come up during the fiscal year not only on the Generic level but also the DAC and Umbrella level. We will keep all opportunities open to take advantage of these methods.

J. Sales

Introduction

The sales team is comprised of individuals who work primarily in the field, within identified existing markets and potential growth markets. The sales staff interfaces, one on one with the travel trade, which includes travel agents, tour operators, incentive planners, meeting planners and receptive operators. The staff also works with state and regional tourist bureaus, CVB's and ground, air and sea travel specialists and direct consumer shows, promoting the Florida Keys & Key West as a destination.

Though the sales team effort acts in concert with the efforts of advertising, public relations, and research, the sales effort is specialized and uses methods unique to the field of sales. These methods will be discussed in greater detail within the body of this sales plan for fiscal year 2004-2005.

Objectives

1. To create and maintain a strong level of excitement, product knowledge and demand for the destination among travel trade professionals and consumers.
2. To insure that these travel trade professionals act as an extended sales and marketing arm by promoting the Florida Keys and favorably influencing consumer destination choices.
3. To provide the trade and the lodging industry assistance and professional support utilizing all tools, personal skills, venues and methods available to us in an effort to achieve profitable end results for the destination.
4. To facilitate and liaise booking activity between the lodging/attractions industry and the travel trade buyers of product.
5. To interact with sales and marketing personnel throughout the Keys within the local lodging/attractions industry and participate in idea exchange, seek feedback regarding market activity and garner industry support in selling the destination.
6. To maintain a strong alliance with, and act in concert with, our industry partners to project a unified sales force image among the travel trade and allow for cross selling and/or referrals within Monroe County.
7. To research, target and implement sales and promotional activity in secondary emerging markets both domestically and internationally.

8. To educate consumers and travel trade on cultural, historical and nature based tourism opportunities within the destination.
9. To educate both consumers and travel trade of the diversity of product within the destination.
10. To promote the diversity of alternative lifestyle markets to the destination.

Goals

1. Increase domestic sales efforts in targeted, specialty consumer markets.
2. Increase direct sales efforts to meetings and incentive planners.
3. Increase efforts in secondary international markets to include Scandinavian countries and Japan.
4. Increase sales efforts to targeted consumer groups in established international markets. (i.e. UK and Germany).
5. Increase electronic promotional efforts for travel trade industry.
6. Develop two "own a city" campaigns targeting consumers, travel agents and meeting planners.
7. Enhance travel trade web page to increase agent sales of destination.
8. Develop one international sales mission.
9. Develop audio-visual presentations for sales promotions.
10. Increase co-op opportunities with top domestic and international tour operators.

Staff Responsibilities

Director of Sales	Department administration. Oversees sales staff activity and reporting in both international and domestic markets as well as specialty markets, i.e. dive, fishing, and gay travel. Oversees activity of sales offices based in the UK and Germany. Develops and implements annual sales plan under budgetary guidelines. Liaises with the advertising agency, public relations agency, research department, fulfillment houses in Key West, the UK, Germany, Visit Florida, Visit USA Committees, trade professionals and journalists.
Sales Manager	Responsible for implementing sales plan activity for domestic travel targeting feeder markets, US and Canada. Works with Domestic Tour operators, consumers and retail travel agents. Focuses primarily on Northeast, Midwest, Central Atlantic, Southern Atlantic, and Florida.
Sales Manager	Meetings & Conventions market. Works with corporate, national and state association planners and incentive planners to generate group business for the Keys. Provides additional assistance with retail travel agents and consumer events. Handles DEMA in conjunction with dive umbrella.
Sales Manager	International Market. Responsible for implementing sales plan activity in Europe, Latin America and Japan. Provides support for retail agents, tour operators, and US based receptive operators. Works closely with sales offices in the UK and Germany in the implementation of our international sales plan.
Sales Manager	(Part time) Responsible for implementing sales plan activity in gay market. Participates in trade and consumer oriented exhibits and workshops targeting gay and lesbian travelers and agencies specializing in gay and lesbian travel programs.
Sales Manager	(Part time) Responsible for planning, coordinating and staffing a destination booth at specialty market expos as outlined by the Director of Sales.
Cellet Travel Services, Ltd.	Maintains Florida Keys dedicated phone line for United Kingdom, Scotland, and Ireland. Participates in tradeshow, and provides support for trade professionals and consumer interests. Coordinates fulfillment orders with fulfillment house in the UK. Assists in sales missions and initiates sales calls. Liaises with McCluskey & Associates PR.

- Cellet Travel Services, Ltd.** Maintains Florida Keys dedicated phone line for Germany, Austria, Switzerland. Participates in tradeshow, and provides support for continued trade professionals and consumer interests. Coordinates fulfillment orders with fulfillment house in Frankfurt. Assists in sales missions and initiates sales calls with the assistance of a German sub-agency called Get It Across Marketing. Also liaises with McCluskey & Associates PR
- Sales Assistant** Provides administrative support for all sales staff. The sales staff is responsible for planning, organizing, and executing sales activities as they relate to trade shows, sales missions, presentations, farm trips, sales calls and coordinating and encouraging industry participation.

The sales staff provides on going customer support through telemarketing, trade fulfillment, sales calls, site visits, presentations, familiarization trips and general assistance. Each manager provides a report following each venue and organizes all leads generated as a result of the sales trip for processing by the sales assistant and forwarding to the industry for follow-up. This year the staff will focus on cultural, historical and nature based tourism promotions within all of our methods of sales to the travel trade industry.

The sales staff reports to the Director of Sales and the Director of Sales reports directly to the Marketing Director of Monroe County Tourist Development Council.

Methods of Sales

Trade Shows - Organized and established exhibits domestically & internationally. Normally the format is standard full booth (10' X 10') or (8' X 10') pipe and drape, trade table (jr. booth), counter top (approx. 3 feet counter space only), or table top (6 foot table). In some cases, the booth would be customized to accommodate the size of our Keys delegation. Trade shows provide a gathering of travel brokers/press who take the opportunity to meet with exhibitors (known as suppliers) and gather pertinent information with regards to destinations, accommodations, attractions, airlines, rental cars, cruise ships, or any travel industry product. They provide a very effective means of making contact with a significant number of interested buyers within a few days time or the length of the exhibit. Normally, trade shows are brisk in activity and buyers seek out exhibitors they are interested in doing business with. Trade shows are attended by travel agents, tour operators, receptive operators, meeting planners, journalists, and consumers depending on the show format. Where possible, we exhibit in the Visit Florida section. Tradeshow provide an opportunity to meet new customers and renew personal relationships with existing customers. They also provide an opportunity to discuss any problems a client might be having or address specific needs of that client. Trade shows provide a venue for many introductions to the industry participants and even in participant absence, an opportunity to record leads for follow-up after the show. Trade shows are essential in the travel industry. An inordinate amount of business is booked worldwide either right on the spot or as a result of follow-up.

Sales Missions - Sales Missions are comprised of an organized delegation of sales people of a common grouping who travel as a group to a specific geographic area to meet face to face with customers. Some common activities of a sales mission are appointment calls taking place within the client's office environment to discuss the various products represented. The mission may also include hosted breakfast/lunch/reception/dinner training seminars and product presentations to the trade. Typically, this format is by invitation only to pre-qualified agents or meeting planners. A hosted reception is often appropriate and provides a casual atmosphere in which to network, but with the clear objective being product exposure. Missions are commonly organized by Visit Florida and open to statewide participation. Many times, we organize our own Keys mission with Keys industry. Both are very valuable venues. Almost without exception, the trade customers we meet with are genuinely responsive, courteous, interested and even grateful.

"Destination Days" occur when representatives from a destination set up a tradeshow environment within a tour operator, airline reservation center or incentive planners office. Presentations are given to the sales/reservations agents on how to promote our destination to their clients and consumers, and to update them on new product and current events associated with the travel industry.

Sales Calls - Sales calls are comprised of visits to travel trade offices where an appointment is held, or in a restaurant where the destination representative invites the point of contact to share a meal. Sales calls can be executed by an individual or in a small grouping of sales people. Sales calls are effective and the customer is usually pleased that the sales person has taken the time to visit them personally and provide materials such as brochures, videos, etc. Though their agencies and offices are most often busy and hectic with the day's transactions, they are usually hospitable and will make time for you with few exceptions. The downside of sales calls is that it can sometimes be difficult to see more than 3 or 4 planners daily depending on the length of the call. Sales calls are the most effective method of establishing or maintaining a relationship with a valued customer.

Familiarization Trips - Familiarization trips are the optimum opportunity to showcase your product first hand. These trips are organized and attendees include travel trade professionals who have been qualified beforehand. The average size is 15 -20 participants but can vary. They will generally have a local escort from the tourist bureau or a hotel may choose to solely organize their own FAM. Fams are generated from a variety of sources: Airlines, tour operators, state and regional tourist bureaus, travel agencies, corporate hotel chains, etc. Fams are golden opportunities to help these professionals sell your product by experiencing it firsthand. We in the Florida Keys get very creative with our fams and follow the philosophy that we do not want the participants to spend all of their time inspecting hotels, but to experience what the destination itself has to offer in the way of attractions, activities, gardens, museums, watersports, nature, architecture, history, etc. Hotels have the opportunity for exposure by hosting meals and doing brief presentations and/or providing complimentary lodging. All meals, accommodations and activities are sponsored either by the lodging/attractions industry or by the TDC, resulting in no significant costs to the FAM participants. Fams are most always a very positive experience. The downside is dependency on fair weather, securing lodging during peak occupancy periods and fams are usually short 1 - 3 nights. The participants cannot see or experience all there is. Fam opportunities arise frequently throughout the year.

Direct Mail - Direct mail refers to a specific mail campaign offering a special promotion, or it can be as simple as following up with fulfillment and a letter to a set of leads. Direct mail can be a tickler, a reminder to the trade to keep your product in the forefront. Direct mail can be targeted to any market, trade or consumer. It can be a very effective tool.

Electronic Marketing- Electronic promotion of our destination using various internet media including: e-newsletters, brochures, postcards and online sales presentations. E-marketing is cost effective, reaches an audience that staff would not be able to physically visit, available across every time zone during business hours, is targeted and trackable. This is an excellent follow up tool to sales missions, trade shows and keeps established clientele informed on destination updates. It can also be used as an educational source for meeting planners, travel agents and tour operators.

Telemarketing - Telemarketing is any sales activity that takes place over the phone. It can be proactive and soliciting or simply responsive and reactive providing necessary sales support. The TDC sales office, the media hotline at SNA, the Chambers' VIS lines, and the dedicated UK and German lines are the telemarketing centers of our organization.

Co-operative Programs - The sales department offers many co-operative delegate programs to the Keys tourism industry as does Visit Florida. Co-op booth space provides a more affordable opportunity to exhibit than to contract independently with the show organizers. Many show regulations provide for this type of arrangement, but some organizers do not. Keys industry participants join in the destination booth and have the opportunity to sell not only the destination but their product as well. Fees vary from show to show. We have had great success with this approach throughout the recent years. Additionally, we frequently offer brochure distribution opportunity when it is not feasible to offer delegate participation.

Sponsorships - We are sometimes approached for sponsorship support. A sponsor normally funds a function or event in return for market exposure of some sort. Sponsorships may range from a small-scale activity such as a coffee break to a large-scale event such as a trade function sponsor. All sponsorship participation must be evaluated by its potential benefits.

Lead Generation - The sales staff accumulates leads as a result of almost every effort we make, whether it is sales calls, missions, trade shows, or incoming office inquiries. The leads are passed along to the industry either via e-mail with the post trip report or via fax. Timely processing and distribution of leads is a critical component. The leads may vary in quality, but each lead is distributed as a result of a direct request from a travel professional. Sometimes this includes consumers as well.

Follow-Up - Once leads have been obtained and distributed to the industry, follow-up to both our industry partners as well as to the travel trade is essential in determining the results of a sales effort. Lead follow up can be accomplished through different methods including: contacting travel trade to determine action steps taken as a result of our meeting, contacting meeting planners to determine how many properties responded to their request for proposal or contacting trade partners to determine booking volume as a result of a training or sales call to a reservation call center.

INTERNATIONAL MARKET

OVERVIEW

After nearly three years of declining numbers, 2004/2005 is poised to be the year of recovery for the inbound international market. First quarter bookings and inquiries exceeded forecasts, and pent up demand for travel to the United States is at an all time high. With the elimination of the SARS epidemic, combat operations isolated within the middle east region and the EURO currency strength against the U.S. Dollar, confidence in long haul travel has finally returned.

Operators continue to be very hopeful for a strong summer trade and for a complete rebound to *pre 9/11 numbers* in 2005.

The international traveler profile is changing, and although slowly at first, these changes should be explained and addressed in order for the Keys to continue to capture market share from this very important travel segment.

- The Aging of Europe: Most of the western European countries with which we welcome visitors are approaching single digit population growth. Whereas just ten years ago, our typical international visitor consisted of a couple traveling with young children, we are now seeing those children in their teenage years, or empty nesters enjoying long-haul travel sans children. During the "family years", a trip to Florida included the theme parks and entertainment venues of Central Florida, whereas the more mature visitor is now seeking more natural and cultural environs as part of their experience. In some countries the profile has changed so dramatically that the international visitor is no longer restricted by the school schedule, thereby shoulder seasons are becoming more popular.

- The Repeat Traveler: In several of the country overviews, our international visitor is a repeat customer, looking for new and unique experiences. Fly/drive vacations are most favored due to its independent and flexible itinerary. As this group feels more comfortable with traveling in a foreign destination, they will seek out of the way places and explore the culture, natural environs and cuisine that is typical of the region being visited. For this reason, less and less are relying on guided tours and pre-determined itineraries.

- The Great American Experience: More and more international visitors are seeking destinations outside of the theme park experience, and are looking towards our National Parks and Native American culture for "authentic, American experiences." The lure of driving big American cars across open scenic stretches of highways is very appealing. In many instances, California, along with New York and Florida, ranks in the top three of States most favored to visit, as the Europeans look to California being the "gateway to the American West".

Since the events of 9/11, there has been a great consolidation movement across Europe with respect to tour operators and the travel trade. Almost all international bookings to the United States are booked through British or German parent companies. The consumer continues to research their destination of choice on line, but ultimately *continues to book through a travel agent or tour operator*. More independent type travel is booked through these agencies, and in some cases with less lead-time. Tour operators are having to publish their brochures more frequently or add supplements to showcase the value adds that are available to last minute